

# ALTONA JUNIOR FOOTBALL CLUB



## SOCIAL MEDIA POLICY

### 1. PURPOSE

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to the Altona Junior Football Club (Club). This policy contains guidelines for the Club community to engage in social media use.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from the Club Executive Committee.

### 2. COVERAGE

This policy applies to all persons who are involved with the activities of the Club, including:

- a. members;
- b. players;
- c. persons appointed to Club committees and sub-committees;
- d. coaches and assistant coaches
- e. support personnel, including, team managers, trainers, runners and others;
- f. umpires and other officials;
- g. spectators and family members

### 3. SCOPE

**Social media** refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:

- a. Social networking sites (e.g. Facebook, Instagram, Twitter)
- b. Video and photo sharing websites or apps (e.g. YouTube, Vimeo)
- c. Instant messaging (e.g. SMS, Snapchat, WhatsApp, Viber, etc)
- d. Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

- I. an officially designated individual representing the Club on social media; and
- II. if you are posting content on social media in relation to the Club that might affect the Club's members, reputation, services, events, sponsors.

NOTE: This policy does not apply to the personal use of social media where it is not related to, or there is no reference to, the Club or its members.

## **4. USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY**

### **4.1 Chat and/or information sharing groups**

Any team (for parents and/or players) group created on social media must include the AJFC Child Safety Officer and the Club Administrator or President. This includes Facebook, WhatsApp, Viber, Messenger etc.

### **4.2 Use common sense**

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

### **4.3 Protecting your privacy**

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

### **4.4 Honesty**

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

### **4.5 Respect confidentiality and sensitivity**

When using social media, you must maintain the privacy of the Club's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of the Club. Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

### **4.6 Discrimination, sexual harassment and bullying**

The public in general, and the Club's members, reflect a diverse set of customs, values and points of view. You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

## **5. POLICY BREACH**

### **5.1 Reporting a breach**

If you notice inappropriate or unlawful content online relating to the Club or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to [admin@altonajuniorfc.com.au](mailto:admin@altonajuniorfc.com.au) .

### **5.2 Disciplinary process, consequences and appeals**

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the Club Code of Conduct Policy and Child Safe Policy.